

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM322911

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Document Analytic Technologies, LLC		10/31/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Bureau of National Affairs, Inc.		
Street Address:	1801 South Bell Street		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85974737	EXEMPLIFY	
CORRESPONDENCE DATA			
Fax Number:	9175222727		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-318-2000		
Email:	trademarks@bloomberg.net		
Correspondent Name:	Aimee Nassau Gardiner		
Address Line 1:	731 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	EXEMPLIFY		
NAME OF SUBMITTER:	Aimee Nassau Gardiner		
SIGNATURE:	/Aimee Nassau Gardiner/		
DATE SIGNED:	11/11/2014		
Total Attachments: 2			
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Trademark Assignment

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of October ~~3~~¹, 2014, by and between Document Analytic Technologies, LLC, d/b/a Exemplify, a California limited liability company with offices at 317 Commercial Street NE, Albuquerque, NM 87102 ("Assignor"), and The Bureau of National Affairs, Inc., a Delaware corporation with offices at 1801 South Bell Street, Arlington, VA 22202 ("Assignee"), pursuant to the terms of that certain Asset Purchase Agreement by and between Assignor and Assignee (collectively, the "Parties"), dated as of October ~~16~~¹, 2014 (the "Purchase Agreement").

WHEREAS, Assignor is the holder of the trademark application in the United States Patent and Trademark Office for EXEMPLIFY, Serial No. 85/974,737 (collectively, the "Trademark");

WHEREAS, Assignor has agreed to assign its rights in the Trademark to Assignee and Assignee wishes to receive such assignment from Assignor.

NOW THEREFORE, in consideration of the covenants, terms and conditions contained herein and in the Purchase Agreement entered into by the Parties and for other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignor hereby transfers and assigns to Assignee, its successors and assigns, and Assignee hereby acquires, accepts and receives from Assignor, Assignor's entire worldwide right, title and interest in and to the Trademark, including all applications and registrations thereof and all goodwill pertaining thereto, the right to conduct business under the Trademark, and all rights to sue, counterclaim and collect damages and payments for claims of past, present and future infringements, unfair competition or misappropriations thereof, and all income, royalties, damages and payments now or hereafter due or payable with respect to the Trademark.

2. Assignor consents to recordation of this Assignment by Assignee with the U.S. Patent and Trademark Office. Assignor agrees to execute, acknowledge and deliver any affidavits or documents reasonably requested and prepared by Assignee, to provide testimony (at Assignee's expense), and to perform any other acts reasonably necessary to carry out the intent of this Assignment.

3. This Assignment and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the United States of America and the State of New York applicable to contracts made and performed therein, without regard to any choice-of-law principle that would dictate the application of the laws of another jurisdiction.

4. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but both of which together will constitute one and the same instrument.

[The remainder of this page has been intentionally left blank.]

IN WITNESS WHEREOF, the undersigned have executed this Assignment effective as of the date first written above.

ASSIGNOR

DOCUMENT ANALYTIC TECHNOLOGIES, LLC

By: 

Name: GREGORY J. ELLENT

Title: PRESIDENT

ASSIGNEE

THE BUREAU OF NATIONAL AFFAIRS, INC.

By: 

Name: Gregory C. McCaffrey

Title: CEO & President